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# Marketing AMS Activities

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SHIPPING POINT INSPECTIONS
SHOW FURTHER GAINS IN 1938-39

. . . . By F. G. Robb

Federal-State shipping point inspections of fruits and vegetables continue to work into larger annual totals. For the fiscal year ended June 30, 1939, inspections at shipping points represented 456,394 cars—an increase over the previous 12 months of 6,329 cars.

Compared with the earlier years of shipping point inspection, comparisons are even more sharply drawn. Records dating back for 10 years show that 5 years ago the fiscal-year inspections amounted to 318,633 cars -- 10 years ago, to but 229,199 cars.

In contrast with shipping point certification of fruits and vegetables, receiving market inspections for the past year showed but little change from the volume reported for 1937-38. For the past year, receiving market inspections represented 48,865 cars compared with 49,052 the previous year.

On either shipping point or receiving market inspections, any party to the purchase and sale of the shipment inspected has the right of appeal from the original inspection. It may be noted, however, that of the 456,394 cars inspected at shipping points in 1938-39, but 271 cars were subjected to requests for appeal inspection. Of the 271 appeal inspections requested and made, 208 reversed the shipping point certificates. In 63 cases the original inspection was sustained.

In these re-inspections, none was made on factors which had been changed since issuance of the original certificate. Regulations specify that appeal inspections cannot be made upon factors which have changed since the original certificates were issued.

To persons engaged for any period of time in handling commercial shipments of fruits and vegetables the soundness of this requirement is apparent. Decay, internal breakdown, advanced maturity, scald of apples, and similar condition factors which develop in transit are not an indication that the shipping point certificates — which do not show such defects — are incorrect. Such factors are treated under Trade Terms and Definitions as affecting condition and not grade. However, if abnormal in amount at destination and due to lack of suitable condition of the commodity at time of shipment, these factors are held under the Perishable Agricultural Commodities Act regulations to be the responsibility of the shipper.

Growers, shippers, and other handlers of fruits and vegetables appear rather well in accord in their acceptance of this regulation. The reversal of 208 cars out of 271 appeals indicates that the industry has become sufficiently familiar with the Federal grades to request appeals only when it feels rather certain that the grade of a car will be reversed.

In addition to its inspections of fresh fruits and vegetables for market, the Federal Service, in cooperation with State agencies, inspected 653,215 tons of various products as they were delivered by growers to canning factories and other processing plants. This represented 38,636 tons more than were inspected during the previous year.

Inspections of this nature are made to determine the proportions of No. 1's, No. 2's, and culls which various loads contain. Contracts between growers and canners or processors provide that deliveries be paid for according to the percentages of the various grades in their loads. These percentages are established by the official inspection.

(NOTE: Mr. Robb is in charge of inspection of fresh fruits and vegetables for the Agricultural Marketing Service.)
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#### MID-WEST BARLEY SHOWS HIGH MALTING QUALITY

Quality of the 1939 crop of barley grown east of the Rocky Mountains is considerably higher than that of the 1938 crop. Early inspected market receipts of 8,000 cars at representative markets, July 1 to August 15, showed 50 percent classified as Malting, compared with only 17 percent for the same period in 1938. Ninety percent of these receipts graded No. 3 or better, compared with 77 percent grading No. 3 or better in 1938. Some markets report the principal factor preventing much of the barley of this year's crop from classifying as Malting as "skinned and broken kernels", caused by careless harvesting and threshing.

As the superior quality of the 1938 barley became apparent the differentials between prices of feed barley and barley of malting quality narrowed. In June, Minneapolis prices of No. 2 Malting were about 18 to 19 cents a bushel over prices for feed barley of the same numerical grade. Late August prices quoted No. 2 Malting 12 to 13 cents over prices for barley of feeding quality. A year ago, when a smaller percentage of inspected receipts was grading Malting, the differential was 20 to 21 cents a bushel.

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An office of the Agricultural Marketing Service will be opened September 15, at Portland, Oreg., to handle investigations and receive complaints under the Perishable Agricultural Commodities, Produce Agency, and Standard Containers Acts, in the States of Washington, Utah, Oregon. and Idaho, and the northern portion of California.

GRAIN DEALERS AND
FARMERS "GO TO SCHOOL"

. . . . . By Willis B. Combs

Early in May — just before the wheat harvest — Oklahoma's first terminal market grain grading school was held in Enid. Of this school the daily press said, "The first grain grading school ever conducted in Enid under the sponsorship of the Enid Board of Trade in conjunction with the United States Department of Agriculture and the Oklahoma Agricultural and Mechanical College extension officials went off with a bang."

We appreciate this comment by the daily press of Oklahoma on the extension of the grain grading schools to that State. The press, ever alert for news, saw the "bang" in the interested group of 175 grain dealers gathered at Enid. The grain dealers were there to learn more about the grading of grain and the extent to which the grades assigned to various lots of grain reflected care in varietal selection, production, and handling from the farm to market. To them the value of the school will remain long after the "bang" has been forgotten.

Though this was Oklahoma's first terminal market school, similar schools are held each year in various parts of the country. They are conducted jointly by the Extension Service and the Agricultural Marketing Service.

Grain grading schools in 31 States serve to carry the message of quality, and the extent to which quality affects market values and returns, to both farmers and grain handlers. Their purpose is not only to teach the technique of grading, but to interpret in market terms and values, the benefits which come from approved production and handling methods. Each year they are attended by thousands of grain farmers and dealers.

#### Farmers Attend Schools

Instruction in grain grading among farmers has been in cooperation with State extension workers and combined with work in crop improvement programs to better the quality of grain produced and received in terminal markets. Work of this kind has been carried on extensively in some States, particularly in Wisconsin and Minnesota.

Pure seed program reports of recent schools held in southern Minnesota and western Iowa show that many dealers have found it profitable to clean thin kernels from barley. Frequently the removal of small percentages of thin kernels has raised barley to the Malting subclass with considerable profit to both the farmer and the country dealer. Many dealers have informed farmers as to how skinned and broken kernels, permissible in only very small percentages in Malting barley, can be eliminated by care in threshing.

At many of the schools attended by farmers, graded samples and the discussion of these samples play a prominent part in the meetings. At some schools, samples of grain received from farmers attending are graded prior to the opening of the classes. At others a large portion of the samples is graded in the schools. In either case the producer of the barley or other grains from which the samples were drawn has the opportunity of knowing the market grade of his product. The samples are graded according to the Federal standards, and the factors that make for high quality or for degrading are discussed.

#### More Than 10,000 Attend

During the past fiscal year 75 grain grading schools were held throughout the country with an approximate attendance of 10,000 persons. A recent development of the grading program has been the training of commodity loan inspectors for the agricultural conservation committees in the various States. Thirty schools have been held in five States with a total attendance of 1,725 persons. Additional schools are planned for four other States in the commercial corn area. This last program probably brings the grading of grain closer to the farmer than has been the case with other schools. The commodity loans are based on grade and the Federal standards are actually applied on the farm.

In some areas schools have been organized by crop improvement associations in cooperation with State extension workers and Federal grain supervisors. Very often some of the larger terminal markets sponsor schools of this kind and invite country shippers to attend. Many States require that teachers of vocational agriculture have some training in grain grading. Grain grading is now taught in many of the vocational agricultural high schools.

#### Seeks to Improve Grain Quality

The Agricultural Marketing Service, in addition to maintaining supervision of grain inspection, seeks to round out its research and administrative program with educational activities which tend to bring the knowledge of grain grading to the entire grain industry and to improve the quality of the grain produced. The Extension Service and the Agricultural Marketing Service maintain a cooperative project which has as its objective the furthering of educational work in grain standards and the development of materials and methods for teaching grain grading. The offices of this project are maintained at a general field headquarters office in Chicago.

(NOTE: Mr. Combs is senior marketing specialist with the Federal Extension Service.)

NEW BASIS FOR SPOT COTTON QUOTATIONS

. . . . . By Murray M. Stewart, Jr.

Spot cotton prices in the 10 designated markets are now based on Middling 15/16 inch instead of Middling 7/8 inch. This change became effective August 25 and on that date the Agricultural Marketing Service issued its first revised spot cotton differences. In addition to the change in the base for the quotations, differences now include those for 29/32— and 31/32—inch staples in all grades.

The 10 designated spot markets that furnish grade and staple differences are Norfolk, Augusta, Savannah, Montgomery, New Orleans, Memphis, Little Rock, Dallas, Houston, and Galveston. These markets are designated by the Secretary of Agriculture under the provisions of the United States Cotton Futures Act. Price differences quoted in these markets are used in the settlement of American cotton futures contracts.

The base price and differences quoted in each market are based on the official cotton standards of the United States and represent actual commercial prices or values. A competent quotation committee is maintained in each market for the purpose of furnishing daily prices and differences for that market. The organization and personnel of those committees are subject to the approval of the Chief of the Agricultural Marketing Service. Each committee quotes daily prices and differences established by the actual sale of spot cotton in its market or if there are no sales of actual cotton, the committee quotes its market in accordance with the procedure outlined in the United States Cotton Futures Act and the regulations issued by the Secretary of Agriculture for administering that Act.

In accordance with the present method of quoting the designated markets all of the 10 markets now quote all grades of American upland cotton in the staple lengths, 13/16, 7/8, 29/32, 15/16, 31/32, 1 inch, 1-1/32 and 1-1/16 inches. As there are 32 grades of cotton included in the official standards and as each of the markets quotes all of those grades in 8 different staple lengths, the number of differences quoted in each market is 256 and the total for the 10 markets is 2,560.

The recent changes in quotations for the 10 designated spot markets were made necessary by the new cotton futures contracts recently adopted by the New York and New Orleans Cotton Exchanges. Trading in these contracts became permissible on and after August 15. The base for the new contracts is Middling 15/16-inch staple and all options for delivery beginning October 1939 are eligible for purchase and sale. The Middling 7/8-inch contract traded in by the New York and New Orleans Cotton Exchanges will expire with the July 1940 option. Among other things the new contracts permit the delivery of tenderable grades having staple lengths of 29/32 and 31/32 inch at valuations based upon quoted differences.

(NOTE: Mr. Stewart is in charge of spot cotton market supervision in the Agricultural Marketing Service.)

#### ANNOUNCE PLANS FOR CLASSING AND SERVICING BARTER COTTON

Classing of the 675,000 to 700,000 bales of cotton involved in the cotton-rubber exchange agreement with the British Government will be done by the Manget Brothers Company under the supervision of the Agricultural Marketing Service.

The Manget Brothers Company was the lowest bidder among more than 30 companies seeking the contract with the Commodity Credit Corporation. This company agreed to sample and class the cotton, to furnish the Corporation necessary data, and to perform other services for 20 cents a bale, where the delivery to shipboard is made from its present warehouse location, and 25 cents a bale where it is necessary to reconcentrate the cotton selected for delivery.

More cotton than that actually required to fulfill the British agreement will have to be sampled and classed in order to select the grades and staples specified by the British Government. The rate for servicing this additional cotton will be 15 cents a bale if the cotton is not reconcentrated and 20 cents if reconcentration is necessary.

In order to acquire necessary cotton for delivery under the cotton-rubber exchange agreement, the Secretary of Agriculture announced on August 17 that the Commodity Credit Corporation had acquired title to the approximately 1,670,000 bales of 1934 crop in Government loans and that it will take title to the approximately 5,270,000 bales of 1937 crop cotton on September 1, 1939. The maturity date of 1938 crop loans of 4,480,000 bales of cotton has been extended one year from July 31, 1940.

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### "P. & S. DOCKET" ANNOUNCES RULINGS UNDER PACKERS AND STOCKYARDS ACT

The "P. & S. Docket", a new publication of the Agricultural Marketing Service, reports action taken on cases arising under the Packers and Stockyards Act. "P. & S. Docket" replaces the Monthly Record which formerly reported action taken on cases under the Act. It will be issued about the 10th of each month, covering action taken in the preceding month. Its reports on the cases contain interpretive comments on the factors involved in the violations charged and the action.

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MOTOR TRUCKS are credited with delivering 80 percent of the cattle, 48 percent of the calves, and 90 percent of the hogs arriving at the New Orleans stockyards during the fiscal year ending June 30, 1939. According to the reports of the stockyards company, receipts by truck have been increasing for the past several years and rail receipts have declined.

A BILLION DOLLARS
FROM POULTRY AND EGGS

. . . . . By S. A. Jones

A billion-dollar industry. That was the gross farm income from poultry and eggs in the United States last year. Production of 37 billion eggs in 1938 accounted for an estimated \$617,603,000 of this total. Chickens — about 646,700,000 of them were produced — were valued at approximately \$372,826,000. The 26 million turkeys raised in 1938 added \$69,781,000 to the total.

The estimates summarize reports on poultry issued by the Agricultural Marketing Service during 1938 and in the early months of 1939. With increased production indicated for both chickens and turkeys this year, the estimates have been awaited and scanned eagerly by producers and the trade the country over. The increased interest has brought a number of inquiries this year as to the basis for the estimates.

These estimates and reports of poultry and egg production are based upon returns from thousands of inquiries sent at various times during the year to farmers over all parts of the country. The starting point, of course, is provided by the U. S. Census figures obtained every 5 years and necessarily adjusted for omissions and annual changes. The inquiries that follow are timed to reach the farmer at a time when he can most easily answer them. Since about 86 percent of all farmers produce chickens, large numbers of replies are received from all areas.

A general crop questionnaire is mailed about the first of each month to approximately 80,000 crop correspondents throughout the United States. In addition to questions asked on general crops and fruits, questions are asked relating to the number of hens and pullets of laying age on farms on the first of the month, and the number of eggs produced "yesterday."

Monthly during the last 9 months of the year, the schedules include questions on numbers of young chickens of the current year's hatch on hand. Quarterly questions cover the consumption of chickens and eggs in the households of farms where produced. A quarterly question also seeks information as to death loss of layers during the preceding month and provides data for the estimates of the death loss of layers during the year.

On the January 1 General Crop Schedule are included questions relating to chickens on hand January 1. On a special price schedule mailed to about 35,000 price reporters on the 15th of each month are questions on the price received per pound of chickens and the price per dozen of eggs. The price information is used as the basis for the monthly reports on chicken and egg prices and for computing the value of chicken and egg production. An inventory price per head of chickens on January 1 is collected annually to be used in computing the value of chickens on farms at the beginning of the year.

During June and December of each year, cards containing questions on livestock and poultry are delivered to producers, with the aid of the Post Office Department, by rural mail carriers. More than 150,000 of these cards are returned each June, and a like number in December. The June cards relate to the total number of chicks purchased during the year and their source. They ask for information on young chickens of the current year's hatch on hand, and the number which has been sold and consumed on the farm prior to June 1. On the December card are included questions on inventory numbers of hens, pullets, and other chickens.

The data on young chickens collected throughout the year on the General Crop Schedules and on the June Rural Carrier Cards are the basis of the estimates of chickens raised during the year. Chickens produced are the number of chickens raised, less the death loss of mature chickens on hand at the beginning of the year.

Schedules covering production operations during the preceding month are sent to commercial poultry producers every 3 months. These schedules are used in appraising the commercial production.

A special hatchery report is issued each month during the hatching season. This covers the numbers of eggs set, salable chicks hatched, and future bookings for chicks. In 1934 and again this year a survey of the commercial hatchery industry has been made in cooperation with the Agricultural Adjustment Administration. Results of these surveys set a "benchmark" of commercial chicken production to be carried forward by the general hatchery report.

Special schedules for the production of turkeys are sent to producers in the spring and fall of the year. Early in the season other questions include intended purchases of poults, and prices. The returns are used as the basis for the turkey production estimates.

Additional data on poultry and egg marketings are collected by the Agricultural Marketing Service. These include cold storage holdings of chickens and eggs, in and out of storage movement, receipts of chickens and eggs at the principal markets by States of origin, imports and exports, and carlot movement of eggs from certain Western States. Much of this data is obtained daily through the Nation-wide market news system.

The Bureau of Home Economics of the Department of Agriculture and the Bureau of Labor Statistics of the Department of Labor collect data on per capita consumption of chickens and eggs by various income groups. In many States assessors collect statistics which include data on chickens on hand. State departments of agriculture and State agricultural colleges also collect data on chickens and eggs. These various sources are used by the Federal Service to check against its production estimates and thereby to make the estimates more accurate.

(NOTE", Dr. Jones is in charge of poultry and egg production estimates of the Agricultural Marketing Service.)

#### AMERICAN COTTON CONTINUES ITS TREND TOWARD LONGER STAPLES

Revised statistics on staple length of the 1938 cotton crop indicate a continuing trend toward a larger proportion of the longer staple lengths.

The number of bales of upland cotton 1-1/8 inches and longer in staple ginned from the crop of 1938 was greater than the number of bales of these lengths ginned from the crop of any other year since the quality reporting work was inaugurated in 1928 for the United States as a whole. The 969,605 bales of 1-1/8 inches and longer cotton, represented 8.4 percent of the entire upland crop of 1938, which is greater than the percentage for any other year except 1934, for which 8.7 percent of the upland crop was reported as being 1-1/8 inches and longer in staple. Of the 969,605 bales, 50,450 were 1-1/4 inches and longer in staple.

Of the cottons shorter than 1-1/8 inches in staple length, 8,112,706 bales stapled 15/16 inches and longer, and 2,516,107 bales less than 15/16 inches.

For the upland cottons the revised staple length statistics are shown in the following table.

Upland cotton	Running bales
Shorter than 15/16 inches 15/16 to 1-3/32 inches 1-1/8 inches and longer	2,516,107 8,112,706 969,605
Total crop	11,598,418

The average staple length of the 1938 crop of upland cotton was 32.19 thirty-second inches. This was the first year for which average length was expressed in thirty-second inches, averages for other years having been expressed in sixteenth inches, and for that reason the average for 1938 is not strictly comparable with averages for earlier years. However, the average length of the 1938 crop was greater than the average of any other crop for which the quality statistics are available.

For American-Egyptian cotton the average length of the 1938 crop was 25.52 sixteenth inches, which was greater than the average length of any other crop of American-Egyptian cotton during the past 7-year period.

Ame	erican-Egyptian (Pima) cotton	Running Bales
	Shorter than 1-1/2 inches 1-1/2 and 1-17/32 inches 1-9/16 and 1-19/32 inches 1-5/8 and 1-21/32 inches 1-11/16 and 1-23/32 inches 1-3/4 inches and longer	284 4,887 9,985 4,901 391 55
	Total crop	20,503

The 1938 crop of Sea-Island cotton was the second one for which quality statistics have been assembled, the 1937 crop being the first one. There was practically no difference between the average staple length of the Sea-Island crops of the 2 years.

Sea-Island cotton	Running Bales
Shorter than 1-1/2 inches	70
1-1/2 and 1-17/32 inches	414
1-9/16 and 1-19/32 inches	1,120
1-5/8 and 1-21/32 inches	1,558
1-11/16 and 1-23/32 inches	814
1-3/4 inches and longer	324
Total crop	4,300

(NOTE: These statistics are released by the Agricultural Marketing Service in advance of publication of more complete statistics on the quality of the 1938 cotton crop.)

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### REPORT MOVEMENT OF STOCKER AND FEEDER CATTLE AND SHEEP

Monthly reports of the in-movement of stocker and feeder cattle, calves, sheep, and lambs received in Indiana, Ohio, Michigan, Wisconsin, Minnesota, Iowa, and Nebraska have been inaugurated by the Agricultural Marketing Service. These reports, issued between the 10th and 15th of each month for the previous month, show the movement both from public stockyards and direct. They are issued from each of the livestock market news offices of the Service and in the weekly publication, Livestock, Meats and Wool Market Reviews and Statistics, issued at Washington. A report giving statistics for 1938 and the first 7 months of 1939, together with a statement as to how the figures were obtained and their significance, has been prepared by the Bureau of Agricultural Economics and the Agricultural Marketing Service and is available upon request.

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### TEXAS FARMERS ENTER THE RANKS OF SEA-ISLAND COTTON PRODUCERS

Small plantings of Sea-Island cotton are reported in Texas this year, for the first time, apparently in an effort to determine the extent to which Sea Island may be made a profitable crop under Texas conditions. An application was received in late July by the Agricultural Marketing Service for free classing and market news services for the Sea Island Cotton Block at Guy in Fort Bend County. This group represents about 30 farmers and approximately 200 acres of Sea-Island cotton. A similar application is indicated for a group of farmers in Cameron County where about 1,200 acres are planted to Sea-Island this year.

MOISTURE CONTENT OF ROUGH
RICE A MARKETING FACTOR

. . . . . By W. D. Smith

From the grower's standpoint the moisture content of rough rice is a most important factor in marketing his crop. Excess moisture in rough rice endangers the quality of the rice in storage and lowers the milling quality or resistance to breakage.

The price that buyers will pay for rough rice is governed to a larger extent for the greater part of the crop by the milling quality than by any other single factor. The quantity of whole kernels which can be produced when the rice is milled determines largely the price that can be paid for rough rice and still give the miller a milling profit. Whole kernels of milled rice can be sold for a much higher price than broken milled rice.

Investigations have shown that rough rice, when damp or wet, is softer and more susceptible to breakage in milling than is dry rice. As the moisture content is lowered to a point that is considered dry or normal, the milling quality is raised and the market value of the rice is increased.

It is an interesting fact that when the moisture content of rough rice is lowered to the percentage considered best for milling, the rice usually is in safe condition for storage under ordinary conditions. All available investigational and research data indicate that rough rice should contain approximately 14 percent of moisture for either milling or storing.

The Department has suggested methods to growers whereby rice can be marketed or stored in good condition if it is cut at the proper stage of maturity and threshed when it has been properly cured in the shock. The moisture content of the rice is the indicator in every case.

Field investigations have shown that rice is at the proper stage of maturity for cutting when the kernels in the heads of the uncut rice in the field contain approximately 25 percent of moisture. When rice is cut at this stage and is properly shocked it should be allowed to stay in the shock until the moisture content has been reduced to slightly more than 14 percent. If threshing then proceeds rapidly the moisture content of the threshed rough rice will be approximately 14 percent. The moisture content of the standing rice and of the rice in the shock can be determined by stripping samples of kernels from the heads, placing the samples in air-tight containers such as cans or glass jars, and having the samples tested by warehousemen, growers' associations, or inspection laboratories.

During the past few years it has become increasingly important that growers give attention to milling and storage qualities of rough

rice. If rice is to bring top prices it is important that it be in such condition that it can be stored safely even for a long period if this is necessary. The successful marketing of the crop depends to a very great extent upon its quality and condition.

(NOTE: Mr. Smith is Federal Rice Supervisor at New Orleans in charge of rice inspection in the southern area for the Agricultural Marketing Service.)

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### RECENTLY ISSUED MARKETING REPORTS

The following processed reports were among those issued during the past month by the Agricultural Marketing Service:

United States Standards for Rough Rice.

United States Standards for Milled Rice.

Fragments from the Chalazal End of the Cotton Seed -- Their Formation and Factors Affecting Extent of Presence in Ginned Lint.

Marketing Northwestern Onions--Statistical Review, Season 1938-39, Oregon, Idaho, and Washington.

Proposed Revision of United States Standards for Quality of Shell Eggs. Disposition and Value of Milk Produced on Farms 1937 and 1938.

Production, Farm Disposition, and Value, by States, 1938, of the Wheat, Barley, Oats, and Rye Crops.

Relation of Ammonia Content of Cottonseed to the Quantity and Quality of Cake Produced.

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## CASH FARM INCOME FOR 1939 ESTIMATED AT \$7,900,000,000

The Bureau of Agricultural Economics reports that farmers' cash income — including income from farm products marketed, commodities placed under Government loan in 1939, and from Government conservation and parity payments — will probably total about \$7,900,000,000 for the year. This compares with \$8,020,000,000 in 1938, and with \$8,988,000,000 in 1937 when farm income was the highest in the last 10 years. The low point in farm income is reported by the Bureau as 1932 when cash income from farm marketings amounted to only \$4,606,000,000.

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THE NEW FEDERAL SEED ACT, signed August 9, 1939, becomes effective in 1940. The new law, which supersedes the Federal Seed Act of 1912 as amended in 1916 and 1926, will control the quality of all imported agricultural seeds and vegetable seeds, and restrict the importation of screenings and weeds containing noxious weed seeds. It will require complete and correct labeling of seeds in interstate commerce and restrict the movement of noxious weed seeds in interstate commerce on the basis of the requirements of the States into which the seed are shipped. False advertising in interstate commerce is prohibited.